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CONSUMER TIME

"A CANNING BEE"

NE TWOR K: NBC

DATE: July 14, 1945

ORIGIN: WRC

TIME: 12:15-12:30 PM - EWT

(Produced by the War Food Administration...this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME !
3. SOUND: CASH REGISTER....CLOSE DRAWER.
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.
5. SOUND: MOTOR RUNNING...A COUPLE OF HORN HONKS ETC.
6. ALAN: (CALLS) Come, on, Ma...get a move on! We haven't got all day!
7. MA: (PROJECTING FROM HOUSE) All right, Alan...I'm coming!
(EXCITED AND RUSHED) Dorothy...see if you can find Mother's apron! (CALLING) Alan...have you got your apron?
8. ALAN: Sure, I've already got mine on. Tell Dottie to bring that basket of tomatoes from the back porch. I forgot 'em.
9. DOTTIE: (CALLING) I have the tomatoes, Pop.
10. SOUND: HORN HONKS UNDER:
11. ALAN: All right then, you two...hurry up. We have to pick up the Davidsons, you know, and our reservation starts at nine o'clock!
12. MA: (STILL EXCITED AND PROJECTING) We're coming, Al! I've just got to get the sugar and...will you stop honking that horn!
(SLIGHT FADE)

13. SOUND: AUTO FADE OUT

PAUSE:

14. JOHN: (LAUGHS) Well, what would this be, Mrs. Freyman...a family picnic in mid-July?

15. FREYMAN: No, Johnny...but this little family is heading for just about as much fun...and they're going to have plenty to show for their good time.

16. JOHN: Where are they going, Mrs. Freyman?

17. FREYMAN: Well...they're headed for their community canning center... loaded down with Victory Garden vegetables...peaches from the market...all kinds of foods to can.

18. JOHN: And they're going to can all that in one day?

19. FREYMAN: Why...all in one morning, Johnny! They'll get a lot done, not only because the canning center has good, efficient equipment...but because the family is all working together, and working hard! Shall we follow them?

20. SOUND: MOTOR FADE UP...THEN HOLD UNDER VERY LOW

21. MA: What time'd we tell the Davidsons we'd meet them?

22. ALAN: We're already late! Mr. Davidson said he and his wife Molly would be waiting on the front porch. You know, that's pretty good, old "Got-rocks" Bob Davidson getting the spirit and going to the canning center! I guess he knows this food situation is no joke.

23. MA: I still don't believe Mrs. Davidson is going to do it. I just don't believe she'll go.

24. ALAN: Oh sure she'll go. They may have a lot of dough, Ma, but they must know how important it is to can food this summer.

25. DOTTIE: They've got the biggest Victory Garden in town...and two gardeners working in it. I saw them!

26. MA: Oh, why certainly! I don't believe Molly Davidson has ever had a hoe in her hand, in her life.

27. ALAN: Don't be too harsh on them, Ma. At committee meeting last week Bob stood right up and said both he and Molly would go to the center. And right then and there he made a reservation for this morning.

28. MA: Yes...but Molly wasn't with him at the time, was she?

29. ALAN: (DOUBTFULLY) No, she wasn't. (PAUSE) Here's their driveway.

30. DOTTIE: (SIGH) Isn't this a beautiful place.

31. ALAN: It's a show-place all right. (PAUSE) See! What'd I tell you! There's Davidson waiting for us on the porch, like he said.

32. SOUND: CAR STOP

33. BOB: (DIGNIFIED) Hello, hello, there. Well..I see you're all ready for your canning party.

34. MA: Yes, we are! And is Mrs. Davidson coming along too?

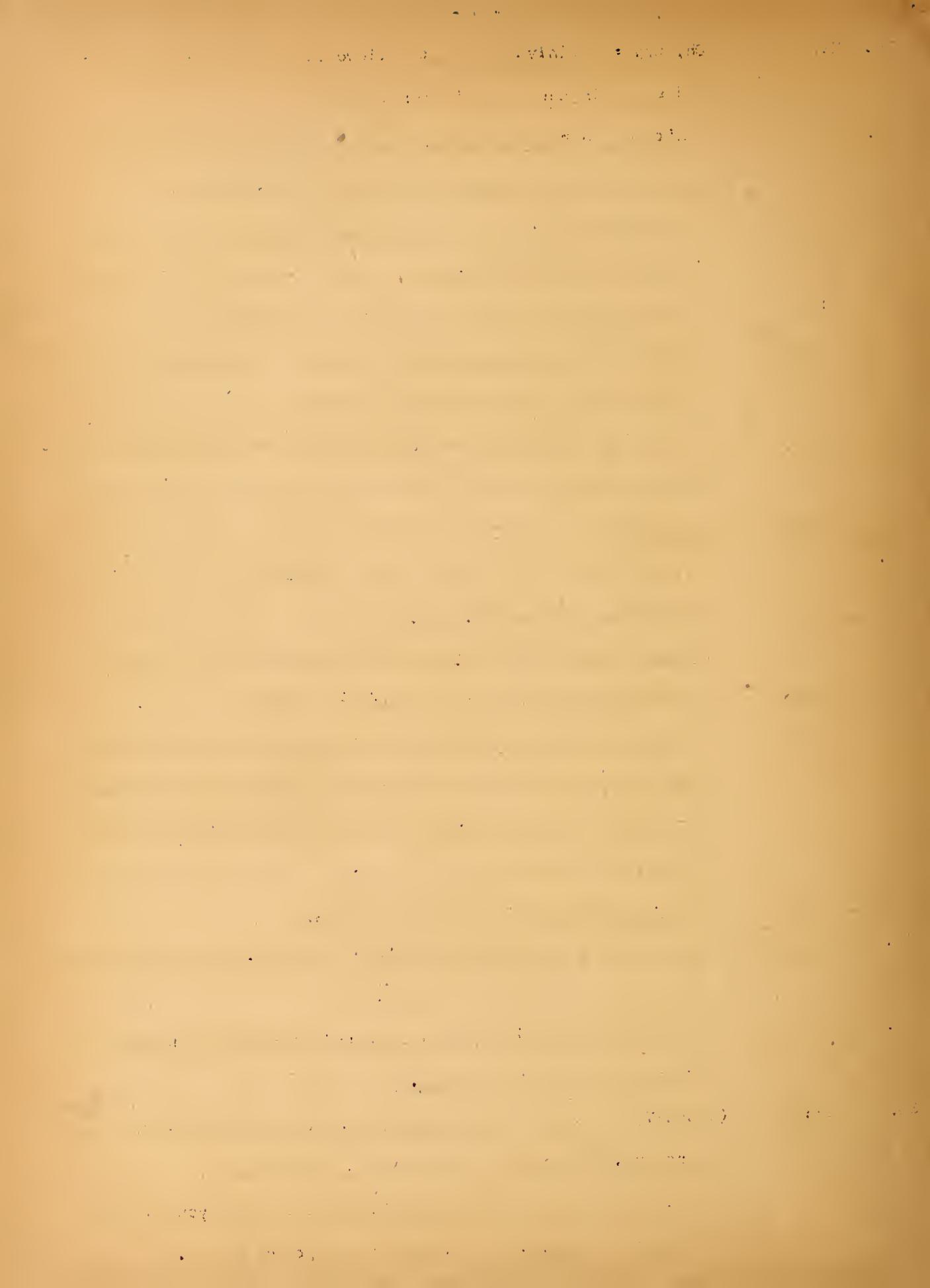
35. BOB: (CLEARING THROAT) Well, I'm sorry to have to say this. I know we made an appointment at the center and all...but I'm afraid Mrs. Davidson just doesn't...oh, here she comes now.

36. MOLLY: (VERY TOO-TOO) Oh hello. I'm so sorry Robert and I can't join your little community...party. I have a dreadful headache...and Robert does hate crowds so.

37. DOTTIE: But Mrs. Davidson, there won't be any crowds. Just your family and ours, and a couple of others.

38. MA: We all have an appointment, and there's plenty of chance for everyone to use the equipment.

39. MOLLY: (HAUGHTY) That's very sweet of you dear, but I think you understand. I have no idea about such things, really. (LITTLE LAUGH) If I were faced with a...what do you call it...a canning machine...I think I'd simply go to pieces.



40. BOB: (LAUGHS APOLOGETICALLY) Ah...Molly hasn't been well, you know...

41. MOLLY: Nonsense, my dear, I'm perfectly all right...I mean except of course for my splitting headache, you know...

42. ALAN: (PERSUASIVE) But look, if you don't mind...here you've got the biggest Victory Garden in town...what's going to happen to all those vegetables if you don't can 'em?

43. MOLLY: Really, I find it wearying to discuss it. The Victory Garden is Bob's hobby, that's all...just for amusement. If you must know, I find fresh vegetables dreadfully boring.

44. MA: Well I never...

45. MOLLY: (PROJECTING...GOING OFF) And now my dears, if you'll excuse me...

46. BOB: Say folks, I've very sorry about this. You're right about those vegetables in my garden. They are going to waste.

47. SOUND: (CAR STARTS ON ABOVE. NO PAUSE FOR SOUND)

48. ALAN: (NOT UNFRIENDLY...RESIGNED) Oh s'all right, s'all right. Any time that we can take you over to the center and show you the ropes, Davidson...just let us know. (FADING) We'll be glad to....

49. SOUND: CAR CROSSFADES UP...THEN DOWN AND OUT.

50. JOHN: Well, our little trio didn't have much luck with the Davidson family...

51. FREYMAN: No, Johnny...and in a year like this when everybody who "can must can all he can!" That's too bad!

52. JOHN: You know, there's one important thing that everybody whose community has a center should remember this year. That is... keep your canning center open...keep it operating to the fullest capacity.

53. FREYMAN: That means not only going yourself...but reminding and persuading your neighbor to go. The beauty of these canning centers is that there's always a trained supervisor to help you. And all the equipment you need is right there...no fuss or bother. It's just a good, efficient workshop.

54. JOHN: Of course, some canning centers are more elaborate than others, Mrs. Freyman!

55. FREYMAN: I should say! There are over 6000 in the country, you know... ranging from little ones in school basements...to big permanent buildings with concrete floors and the very latest equipment.

56. JOHN: But it's all the same idea. You get together with your neighbors...use community equipment...do the job right, with a supervisor to help out.

57. FREYMAN: And it's a very economical way to preserve food, too! You get a tremendous amount accomplished, in a most efficient way.

58. JOHN: Particularly when the whole family pitches in...the way our little family of three is doing right now!

59. SOUND: CERTAIN AMOUNT OF CLATTER, STEAM, RUNNING WATER...ESTABLISH
THEN FADE AND SNEAK OUT. NOW AND THEN A HISS OR A CLATTER CAN
APPEAR, BUT NOT TO INTERFER.

60. ALAN: Well, it beats me. The other night, Bob Davidson acted like a kid, he was so excited about coming over here to the canning center.

61. MA: I told you, it's Molly. She wouldn't lower herself to come down here with everybody else...and can vegetables.

62. DOTTIE: Did you hear her? (IMITATING) She finds fresh vegetables dreadfully boring"...

63. ALAN: She'll sing a different tune this winter. It's no joke... canned vegetables are going to be shorter than ever...particularly beans and tomatoes...

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64. MA: Here, Dottie, not that way. Here's the way you snap beans
Snap off the flower first and then with your thumb, break
the bean in two places. It goes faster.

65. DOTTIE: Like this?

66. MA: That's it.

67. ALAN: We've got about a canner load ready, haven't we, Ma.

68. MA: Just about.

69. ALAN: Still gets me about old Bob. How can he let his wife run him
like that. He wanted to come over today...

70. MAN: (JOHNNY) Oh, Al...Al...there's somebody at the door to see you!

71. ALAN: Me?

72. MAN: Yeah, funny looking codger in a tweed coat. Says it's
importaht.

73. ALAN: O.K. (SPECULATING) Tweed coat...that sounds like... (FADING)
Do you suppose it could be...

PAUSE:

74. FAMILY: (LAUGHTER...MA, DOTTIE, ETC.)

75. BOB: (INTO LAUGHTER) So I sneaked out on Molly, believe it or not...
haven't done it in years! Had to walk all the way from home,
too. Here...this basket of tomatoes, was all I could carry.
Are these enough to can?

76. DOTTIE: Gosh, Mr. Davidson...those are beautiful ones.

77. BOB: (PROUDLY) Aren't they fine though?

78. MA: Certainly...they'll make about a dozen quarts.

79. BOB: That's good.

80. ALAN: Here, let me show you around the place. Would you ever guess
this used to be Dominic's old Pool Hall?

81. BOB: My word...really?

1940) and now more often than not, the *latter* is the *former*.

It is not surprising, then, that dentists are not so much

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the *latter* as in the *former*, and that the *latter* is the *former*.

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82. ALAN: Sure. The folks got together, raised some dough, and remodeled the place. Then we got large pressure canners, a boiler and a sealer...hired a janitor, got a supervisor...and now the community cans thousands of quarts of food every summer. Even got written up in the paper recently.

83. BOB: You know, I think if Molly could just see this place...I mean I know she has no idea what it's really like. What's this complicated piece of machinery.

84. ALAN: A pea sheller. We just got it last summer.

85. BOB: A pea sheller. For goodness sake...that's a good idea.

86. MA: Oh, we can't keep Al away from those trick machines. He grew extra rows of peas this year, just because he liked to work the sheller.

87. BOB: (LAUGHS) You haven't got a tomato peeling machine, have you?

88. MA: You don't need one for peeling tomatoes...they're easy to do.

89. ALAN: No...but over there's a trick device for peeling apples...
Here let me show you!

90. BOB: Well...upon my word...I never saw such a place...and wait until I tell Molly I sneaked off this morning to go to Dominic's Pool Hall! Think she'll believe me? (FADE...NOT TOO MUCH)

91. JOHN: Well, friends, it is more important than ever to can fruits and vegetables this year...at home, and in your community canning center. Do you know whether there's a center in your neighborhood? If you don't, find out! And if there isn't one, find out also how to get one started. You can write to...

92. FREYMAN: And here's another point, Johnny...which is very important. Bob Davidson was talking to Al... (FADING)

93. BOB: But now see here, Al...I've got all these bushels of vegetables and fruit. Molly and I can't eat all that. What am I going to do with it when I get it all canned?

THE BIRDS OF THE GULF COAST

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Table 1.1

1. *Leucosia* *leucosia* (L.) *leucosia* (L.) *leucosia* (L.)

THE JOURNAL OF CLIMATE

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94. ALAN: Well, it may surprise you to learn, Bob...but most of us here in the community this year...grew extra rows of vegetables. More than we planned to, more than we ever intended to use.

95. BOB: But why was that?

96. ALAN: Because we're all contributing canned food to the school lunch program. We simply turn over our cans of food to the schools, and the kids have good hot lunches all winter long.

97. BOB: You know, that's hard to believe. I mean right here in this community, things like that going on...all for the good of people...and nobody even getting rich out of it.

98. ALAN: Well...it's not quite that lofty, Bob. Fact is, we're all pretty interested in having healthy kids. And that about sums up the whole story.

PAUSE:

99. FREYMAN: Well, Johnny, what I'm wondering is what happened to wife Molly Davidson in our story!

100. JOHN: (LAUGH) Oh, yes...Molly! Well, she doesn't seem to be taking it very well. Here, hubby goes off to the canning center in the morning, apron under his arm...and Molly thinks people are beginning to talk. So...she called up Alan's wife one day...
(FADE)

101. MOLLY: (STILL HAUGHTY) Really, my dear, I do dislike to disturb you...but I'm worried about something.

102. MA: (ON PHONE FILTER) Yes, Mrs. Davidson?

103. MOLLY: (A LITTLE GINGERLY) It's about what I should wear...you know...what kind of apron and gloves...and things like that...

104. MA: What you should wear? I'm afraid I don't understand.

105. MOLLY: To that...you know...the canning center.

106. MA: Why Mrs. Davidson! How wonderful! You're really going to join us!

107. MOLLY: It isn't wonderful at all. I shudder at the thought, my dear. However I will not have this community saying that Robert wears the apron in my house. And people are talking, you know, really.

108. MA: Well, I do think you'll enjoy it, Mrs. Davidson!

109. MOLLY: Nevertheless, I will go tomorrow with Robert. I do have to admit that the cans of vegetables he brought home look...well...rather professional!

110. MA: Oh, they do. And he is very industrious about it.

111. MOLLY: Yes. That's what I'm afraid of. He's getting too proud of how good he is at it.

112. MA: (LAUGHING) Well, now we'll be sure to see you at the center, Mrs. Davidson.

113. MOLLY: Yes, my dear, I'm afraid so. Well...I'll just bring an apron and...I suppose...if you aren't there, there will be someone to well...bring me up to date on how these things work.

114. MA: Oh yes indeed...there's a trained supervisor there all the time! She'll help you.

115. MOLLY: (STILL MORE OR LESS ON HER HORSE) If I need help, of course. Very well, my dear...thank you so much... (AD LIB GOODBYE ETC. IN FADE OUT)

PAUSE:

116. JOHN: Well, Mrs. Freyman, I think everything comes out happily in the end, don't you?

117. FREYMAN: Yes, Johnny...I'm glad Mrs. Davidson broke down and decided to help her husband preserve their Victory Garden, at the canning center.

118. JOHN: I am too. And you know, we can't repeat too often, the importance of canning food this year. The country really needs this food supply.

March 19, 1917 - 10:00 a.m. - In the afternoon, a short time

ago, I was in the office of the Standard Oil Company in the

center of the city, and I was talking with a man who was

very interested in the oil business, and he said to me, "I

have been thinking a great deal about the oil business,

and I have been thinking about the oil business for a

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119. FREYMAN: And now...just to sum up about community canning centers.

120. JOHN: Yes...first of all, you should find out whether there's one in your community...or if it's possible to start one. Then... be sure to keep it going! Keep it operating to fullest capacity.

121. FREYMAN: And you'll find that canning at a community center saves time.

122. JOHN: And it saves labor...because of efficient equipment.

123. FREYMAN: It's economical...

124. JOHN: There's a supervisor to help you...

125. FREYMAN: It adds to the safety of the products you preserve.

126. JOHN: It encourages all the family to help out.

127. FREYMAN: And you can have a social good-time with your neighbors...at your community canning center.

128. JOHN: Find out about one in your community today. And now, Mrs. Freyman...what have we scheduled for next week on CONSUMER TIME?

129. FREYMAN: Next week...we're going to talk about planting your Victory Garden.

130. JOHN: Planting it? Why...it's too late for that, Mrs. Freyman...it's midsummer!

131. FREYMAN: Oh...but that's just exactly what we're going to talk about, Johnny. How you can plant another crop of vegetables in your Victory Garden right now...with wonderful results.

132. JOHN: I want to hear about that one!

133. FREYMAN: Then be here next Saturday...for our Midsummer Victory Garden edition of...

134. SOUND: CASH REGISTER...MONEY IN TILL

135. ANNCR: CONSUMER TIME!

136. SOUND: CASH REGISTER

137. JOHN: How your money buys a living in wartime!

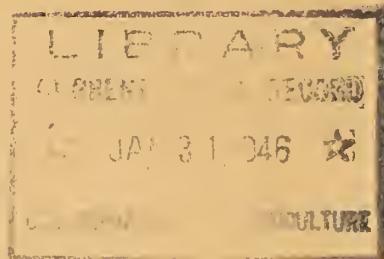
138. SOUND: CASH REGISTER....CLOSE DRAWER.

139. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

... the only unique and substantial contribution
to the field of art, music, and literature.
Consequently, the following recommendations
are made: (1) that the government of Pakistan
and the people of the country, in general, be made
more aware of the need to protect and preserve
the valuable and unique contributions of the
country.

... the following recommendations are made:



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